

**SYSTEM OF TRANSMISSION OF TELEVISION PROGRAMS WITH VARIABLE  
NUMBER OF ADVERTISEMENTS AND METHOD OF TRANSMISSION OF  
TELEVISION PROGRAMS**

**ABSTRACT OF THE DISCLOSURE**

The system of transmission of television programs with a variable number of advertisements comprises a transmitter (161), a receiving device (101) including a processor block (103) and an Audio/Video block (104) linked to the processor block (103) and generating signal in format acceptable to a television set. The transmitter (161) transmits a television signal including television programs, advertisements and control signals. The receiving device (101) additionally includes a signal receiving block (102), a mass storage block (105) for recording the television signal and its subsequent playback and the mass storage block. The processor block (103) comprises a signal processing block (111) for decoding and decompressing the television signal and controlling a data stream transfer, a signal reception configuration block (112) for receiving user's commands, a mass storage controller (114) for controlling data stream transfer between the processor block and the mass storage block, a marker analysis block (113) for analyzing markers broadcasted on a control channel and sending appropriate commands to the signal processing block and the mass storage block related to playback and recording of the television signal.